

# **[Insert title of invention]Criteria Based Marketing for Telephone Directory Assistance**

## **Abstract of Disclosure**

The current invention is a system for providing telephone directory assistance service in which a telephone user calls to the system and the system will, based on the requested number or type of service, hear a recorded advertisement. The advertisements are selected from a databank according to selection criteria, which may include any number of advertisements. After the advertising announcement is completed, the directory assistance call is processed as usual. The selection criteria can include the use of SIC codes.

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